

U.S. Patent Application Serial No. 10/531,075  
Response filed June 18, 2009  
Reply to OA dated February 18, 2009

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

**Claim 1 (Currently Amended):** A heat shielding material for an agricultural and horticultural facility, comprising:

a heat shield layer comprising a substrate resin and a heat shield filler in the form of particles kneaded in said substrate resin, said heat shield layer being in the form of a single film or board, wherein said substrate resin in said heat shield layer is ~~at least one selected from polyethylene resin, polyvinyl chloride resin and polypropylene resin;~~ ; said heat shield filler in said heat shield layer is lanthanum hexaboride, [[and]] the content of said heat shield filler in said heat shield layer is in the range of 0.01 to 1 g/m<sup>2</sup>[[.]] ; and said heat shielding material for an agricultural and horticultural facility has a visible light transmittance in the range of 30 to 90% and a solar radiation transmittance in the range of 10 to 80%, wherein said visible light transmittance is set to be larger by 10% or above than said solar radiation transmittance.

**Claim 2-4 (Canceled)**

**Claim 5 (Currently Amended):** A heat shielding material for an agricultural and horticultural facility, comprising: a heat shield layer comprising a substrate resin and a heat shield

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filler in the form of particles kneaded in said substrate resin, said heat shield layer being in the form of a single film or board and in a form in which said heat shield layer has been laminated on the surface of a single film or board matrix material, or has been sandwiched between two of said matrix materials, wherein said substrate resin in said heat shield layer is ~~at least one selected from polyethylene resin, polyvinyl chloride resin and polypropylene resin;~~ said heat shield filler in said heat shield layer is lanthanum hexaboride, ~~[[and]]~~ the content of said heat shield filler in said heat shield layer is in the range of 0.01 to 1 g/m<sup>2</sup>[[.]] ; and said heat shielding material for an agricultural and horticultural facility has a visible light transmittance in the range of 30 to 90% and a solar radiation transmittance in the range of 10 to 80%, wherein said visible light transmittance is set to be larger by 10% or above than said solar radiation transmittance.